

SOCIAL MEDIA CONTENT AND CONCEPT OF MIXTAINMENT

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Abstract

The start of the 21st century knew nothing about the revolution of communication and socialization that came in its first decade. The social media services like Twitter, Facebook, MySpace and many others proved a landmark in the world of communication, turning the whole globe into a global village. Yet, it is not clear to what extent these social media bring us the relevant information we seek. The researchers are interested to know the real content that these social media offer. This research study takes into account a popular tool Facebook for this purpose. An experiment in controlled environment were conducted where the profile of different users and their newsfeeds were observed as testing parameters. The results show that the social media offer mixture of information for every user irrespective of their demography. Thus, the conclusion led researchers to formulate a new term for the content of social media called “mixtainment”.

Key Words: Global village, social media, Facebook, impacts, content, mix information, mixtainment.

INTRODUCTION AND BACKGROUND

Flash back to the year 2000 when there was no Twitter, Mark Zuckerberg did not launch Facebook from his college dormitory and three years before Myspace started the idea of social networking. Nobody could ever think that billions of people will interact with each other simultaneously with billions of minutes spent on a single website.

Flash forward to the present; everybody in today's world doesn't has hold his say. People now feel freer to communicate with each other, and, with those whom they do not even know. The idea of global village has seen such a realistic form, which has turned world into a small vicinity of interconnected and interrelated people. The result is not unexpected. The differences based on culture, religion, ideology and demography are being minimized and people are coming to a level of common thinking in most of the areas. This does not mean they are having common interests but it refers to availability of similar content and information to all people which is turning their interests to common. For example, a student knows what a teacher thinks of a particular issue, teacher knows what management thinks and management knows the mind of government and masses about any particular syllabus change. All this is owing to social media.

Facebook first went online for social networking in February 2004, from a college dormitory at Harvard. It was initially restricted to Harvard students until expanding first to area colleges, then all colleges, and eventually the world. Facebook currently has expanded to over 500 million people. In Pakistan, number of Facebook users has exceeded 10 million in year

2013. This refers to a considerable proportion of community which later influences other parts of population with the help of two step flow of information they receive from Facebook.

1.1 Potential Attractions That Make Social Media More Attractive

The study reveals that, apart from the content of social media, there are some other attraction points that make it worth using for people such as;

- We are learning new Languages and language barriers no more influence communication as online translation services overcome this issue effectively.
- We can write for a larger audience without much effort and gate-keeping.
- We have to discern between text-speak and proper grammar.
- We often over share the information which we otherwise do not share on cell phone or other tools.
- We're more concise and understandable by large volume of people.
- We see fewer eyes when speaking in public that boosts confidence to speak.
- We are easily attracted and attentive even in social situations that make social media effective, keeping our attention towards it all the time.

LITERATURE REVIEWS

Zaremohzzabieh, Samah, Omar, Bolorg and Kamarudin (2014) written an article on “Addictive Facebook use among University Students”. They suggested that Facebook has become a popular medium and place in the lives of its users especially among students by providing them a place to share information, educational goals, find or make new friends and other such activities. Researcher used interviews to collect data from nine universities of Malaysia. Findings of the study show that students are addictive to Facebook usage. Firstly, they

consider Facebook as a compulsory part of their lives which was needed to check on daily basis. Secondly, high frequency of using Facebook increases the tolerance, in a sense that; they spent large amount of time on Facebook and in the end they highlighted that extensive use of Facebook leads towards ignorance of office responsibilities.

Balci and Golcu (2013) in their article “Facebook Addiction among University Students in Turkey: Selcuk University Example” stated that Facebook has emerged as a new communication medium and it has occupied the large part of everyday life. Facebook provides the facility to its users to reach to maximum amount of information. Apart from the advantages of Facebook, there were some negative effects of Facebook. One of the major effects of Facebook is addiction among youth, therefore, researchers conducted this study to examine the extent of Facebook addiction among university students. By using Survey method, they found a significant relation between the frequency of using Facebook and the level of loneliness with Facebook addiction. It was also revealed that Facebook users used Facebook for different purpose according to their needs.

Nadkarni and Hofmann (2012) written an article on “Why do People Use Facebook?” with an objective to examine the factors that drive the needs for Facebook usage. Researchers highlighted two basic needs that drive the usage of Facebook. One is the need to belong and second is the need for self-presentation. Researcher suggested that these needs act independently and there were number of factors that drive the need to use Facebook, including cultural background, personality traits, demographic values, shyness etc. Along with the results, researchers also recommended some future areas related to Facebook research for other young scholars.

Shahnaz and Wok (2011) conducted research on “Religious Motives for using Facebook among University Muslim Students” with an aim to examine the characteristics of Facebook users, religious motives behind using Facebook among students, patterns , advantages and disadvantages of using Facebook. Researcher employ Survey research method and found a high percentage of students using Facebook and among them female ratio is more than that of male students. Results also show that students used Facebook for religious purpose to promote good things by claiming that Facebook provides wider opportunity to maintain relationship and to preach good deeds.

METHODOLOGY

The present study is designed according to the principles of Experimental method which is employed in various forms by social scientist but the contemporary study used demonstration experiment, it will be helpful to “demonstrate, highlight or illustrate the trends or aspects of human behavior” (Sarantakos, 1998, p. 177) which is the main focus of research to highlight the trends of social media (Facebook). According to the demonstration experiment, only one group (experimental group) is employed.

3.1 Sample and Sample Size

Experimental group for the present study included people from different professions like teachers, students, media persons, lawyers, Govt. servants and house wives. A total of 25 respondents would be employed in an experimental group.

3.2 Sampling Technique

Snowball sampling method was used to construct experimental group.

3.3 Recording Device and Duration

The experimental group will be given an activity chart and 15 min of time to record different kinds of content which appear on their Facebook page.

RESEARCH QUESTIONS AND HYPOTHESIS

The study will examine the kind of content available in social media mainly Facebook. The core question of the study is:

- R.Q1. Does Social media (Facebook) subsume all the functions of other mediums?
- *H.1a* Social Media (Facebook) contain Entertainment content.
- *H.1b* Social Media (Facebook) contain News content.
- *H.1c* Social Media (Facebook) contain Personal content.
- *H.1d* Social Media (Facebook) contain literary content.
- *H.1e* Social Media (Facebook) becomes Advertising tool.
- *H.1f* Social Media (Facebook) contain famous quotations.

FINDINGS AND INTERPRETATION

Findings and interpretation consist of three sections. First section represents the demography of experimental group, second section consists of quantitative interpretation of experiment and third part combines findings with discussion to step towards constructing new terminology in the field of media and communication industry.

5.1 Demographic Representation of Experimental Group

The experimental group comprises of total 25 respondents with the 48 % representation of male and 52% representation of female. (See Table 1.1). On the basis of profession 24% were

teachers, 44% were students, 12% belongs to media field, 4% were accountant, lawyer and housewives each, whereas 8% were govt. servants. (See Table 1.2)

Table: 1.1

Gender	Frequency	Percentage
Male	12	48%
Female	13	52%
Total	25	100%

Table: 1.2

Profession	Frequency	Percentage
Teacher	6	24%
Student	11	44%
Media Person	3	12%
Accountant	1	4%
House Wife	1	4%
Lawyer	1	4%
Govt. Servant	2	8%
Total	25	100%

5.2 Quantitative Interpretation

According to the data collected from experimental group, female respondents recorded 176 entertainment content, 113 advertising content, 163 funny pictures and cartoons, 98 literary content (Poetry etc.), 67 quotations (IQ test, Quiz Competition, History etc.), 147 content related to personal life (Routine activities, Biographic information, personal experiences etc.) and 126 stories of news content. (See Table 1.3).

Table 1.3 female representations

Gender	Entertainment Content	Advertising Content	Funny Pictures & Cartoons	Literature (Poetry etc.)	Quotations (IQ test, Quiz Competition, History etc.)	Personal Content (Routine activities, Biographic information, personal experiences etc.)	News Content
Female	10	15	5	3	3	3	4
Female	4	2	5	2	2	3	2
Female	2	5	4	2	2	2	3
Female	6	3	5	5	4	3	4
Female	50	25	70	10	10	20	20
Female	5	5	2	3	7	2	11
Female	25	15	22	8	12	5	10
Female	14	6	6	5	5	6	4
Female	6	3	5	4	3	5	4
Female	7	4	8	2	3	2	3
Female	5	3	2	4	4	5	2
Female	5	3	15	5	8	18	7
Female	37	24	14	45	4	73	52
Total	176	113	163	98	67	147	126

On the other side male respondents recorded 97 stories related to entertainment content, 63 advertising content, 57 funny pictures and cartoons, 48 literary content (Poetry etc.), 39 quotations (IQ test, Quiz Competition, History etc.), 94 content related to personal life (Routine activities, Biographic information, personal experiences etc.) and 106 stories of news content. (See Table 1.4).

Table 1.4 male representations

Gender	Entertainment Content	Advertising Content	Funny Pictures & Cartoons	Literature (Poetry etc.)	Quotations (IQ test, Quiz Competition, History etc.)	Personal Content (Routine activities, Biographic information, personal experiences etc.)	News Content
Male	9	3	4	2	4	5	9
Male	5	2	4	3	2	6	3
Male	5	7	6	4	6	4	9
Male	24	19	4	8	6	26	31
Male	6	2	4	2	2	12	10
Male	8	5	5	2	3	2	10
Male	9	2	2	2	2	5	6
Male	5	4	4	4	3	3	4
Male	10	5	10	5	5	5	10
Male	10	9	6	8	2	17	10
Male	4	2	6	6	2	7	2
Male	2	3	2	2	2	2	2
Total	97	63	57	48	39	94	106

As a whole total 273 stories of entertainment content, 176 advertising content, 226 funny pictures and cartoons, 146 literary stories, 241 stories related to personal content and 232 news stories were recorded in a duration of 15 minutes usage of their Facebook account. (See Table 1.5)

Table 1.5 combine representations

Gender	Entertainment Content	Advertising Content	Funny Pictures & Cartoons	Literature (Poetry etc.)	Quotations (IQ test, Quiz Competition, History etc.)	Personal Content (Routine activities, Biographic information, personal experiences etc.)	News Content
Male	97	63	57	48	39	94	106
Female	176	113	163	98	67	147	126
Total	273	176	220	146	106	241	232

1. Does Facebook provide a mixture of information?

Table 1.6

Option	Frequency	Percentage
Yes	14	56%
No	10	40%
Sometime	1	4%
Other	0	0%

According to the collected data from experimental group, it is found that 56% of respondents are in view that Facebook provides a mixture of information including entertainment and education, 40% are not in favor that Facebook provide a mix information, whereas 4% agree that sometime Facebook provide a mix of information. (See Table 1.6).

2. Do you think Facebook is replacing the other medium for information and entertainment purpose?

Table 1.7

Option	Frequency	Percentage
Yes	21	84%
No	4	16%
Sometime	1	4%
Other	0	0%

According to the result recorded in an experiment, 84% respondents are in view that Facebook is replacing the other mediums for information and entertainment purpose, 16% are against this while 4% respondents feel that sometimes Facebook replace other mediums for information and entertainment purpose. (See Table 1.7).

DISCUSSION AND EVOLUTION OF TERM MIXTAINMENT

The present study based on content of social media especially Facebook. Facebook is one of the frequently used social website which is equally famous among all the ages from teenagers to professionals. Everyone uses it according to their own need and gratification and it was only possible because of the flexibility provided by Facebook to its user. The basic function of media (Print or electronic) is to provide education, entertainment and information and due to the extensive usage of Facebook by the different age groups, exist in a society, brings it in a stage where it may take the role of all other mediums. In order to check this an experiment was conducted to record result which comprehensively shows that Facebook was not only used for the sake of socialization or to do chat with friends but also contains entertainment stuff ranging from music to online games, different kind of advertisements related to all aspects of human life, was also available for the users, funny pictures and cartoons make Facebook more interesting for the user, users can express their concerns regarding politics and other related fields by posting status, funny cartoons and pictures. Results of the study show that people from literary background post literary material for their own gratification and share it with their friends or make it public along with number of quotations, IQ Tests, quizzes and history based lessons. Result also reveal that almost all kind of news raging from current affair to sports, entertainment and infotainment are also available on Facebook. Result of the study shows that to greatest extent Facebook pages was occupied with personal content, routine activities and daily life experiences. The above stated discussion and results of the study lead researchers to bring forth a new terminology in the field of Media and Communication which not only opens a new horizon but also works as a springboard for future researchers to work in this field. Results of the study highlighted that Facebook not only being used as social website but to an extent it subsumes all

the same functions of other medium. It has entertainment, advertising, literature, funny stuff, educational material, quotations, personal sharing and information for all age groups which is named as Mixtainment. Mixtainment can be defined as the mixture of information, entertainment, education, fun and personal content found under one medium.

CONCLUSION

Facebook has become a popular medium and in no time it provides its users' maximum reach to the information regarding any field. Facebook was equally used among all the age groups of life which indicates its popularity and extensive usage. Contemporary study was not only focused on the extensive use of Facebook but also the kind of content Facebook is offering to its users. It was found that Facebook is very much flexible in terms of content, it contains entertainment stuff, funny cartoons, funny clips, material related to literature, quotations of famous personalities. Furthermore, its function of developing page and groups of like minded people to share and to discuss on interested areas as well as personal stuff allows one to promote oneself around the globe by sharing personal thoughts, feelings, achievement and many more. Before the introduction of Facebook to the world there were number of other medium that were offering these content but for that, one must have to tune more than one medium, but the variety of content that Facebook is offering under one umbrella is associated with the term Mixtainment.

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